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Inside Cover
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News Briefs



BOARD OF DIRECTORS DECLARE DIVIDEND

The Board of Directors at the Lake Charles meeting on Nov. 12, declared regular quarterly dividends on the company's common and preferred stocks. Quarterly dividends of 24 cents a share on the common stock and regular quarterly dividends on the nine series of preferred stock will be paid Dec. 15 to shareholders of record Nov. 24. Various construction items were discussed and approved.

BETTER TO WALK THAN JOG

Harry J. Johnson, M.D., medical board chairman of Life Extension Institute stated that middle-aged, out-of-condition individuals should be careful when they consider joining a jogging club. Jogging in graduated increments is OK, he stated, but only if you're young, in good shape, free from disability and disease, and have your doctor's consent. Otherwise, better forget it; you're risking a heart attack. What do you recommend? Dr. Johnson said, "I'm strongly in favor of walking for exercise. If you walk briskly as you can, you speed up your pulse, strengthen your heart and lungs and legs..."

REVIEW OF REA LOANS REQUESTED

Rep. Robert H. Michel (R-Ill.) has called for the REA Administrator to conduct "an intensive review" of large generation and transmission loans made by former REA Administrator Norman Clapp. From the Congressional Record of Nov. 5th, Mr. Michel stated: The Louisiana Loan. This \$56 million loan has been the subject of Appropriations Committee discussions, congressional debate, and litigation for the past several years...this loan will result in higher cost power for farmers and other cooperative customers in Louisiana if the system is built as approved by REA. This loan has placed the Federal Government in the embarrassing position of spending taxpayer dollars which, if the plant is built, could increase electric rates of rural people.

SECRETARY HICKEL TALKS POLLUTION

The November 10, 1969, U.S. News & World Report, carries an interview with Interior Secretary Hickel. He discusses the problem of thermal pollution. He states that "thermal pollution" should really be called "heat pollution." He feels "it is possible to generate electricity with atomic power or coal, and use water for cooling...we've got to get across to the American people what heat pollution really is and that it doesn't necessarily mean an ecological disaster."

CHRISTMAS PARTIES ANNOUNCED

No sooner than your Thanksgiving turkey has been digested, it will be time for Christmas.

Therefore, our employees have been busy planning the annual GSU Children's Christmas Parties. Everything from Santa Claus, gifts, refreshments and ole fashion fun has been planned and your children won't want to miss the excitement. Below is a list of the parties throughout our system. Mark your calendar today!

<u>BATON ROUGE DIV.</u>		
Louisiana Station	La. Sta. - Assembly Hall	Thurs. Dec. 18, 6-8 p.m.
Willow Glen	Willow Glen - Assembly Hall	Wed. Dec. 17, 6-8p.m.
Sales & Acctg. Depts.	North Blvd. Office	Tues. Dec. 16, 5-7 p.m.
T&D Depts. - Electric	Choctaw Svc. Center	Sat. Dec. 13, 2-4 p.m.
Gas Dept.	Choctaw Svc. Center	Fri. Dec. 19, 6-8 p.m.

<u>LAKE CHARLES DIV.</u>		
Lake Charles - All Depts.		
Westlake, Sulphur, Nelson Sta.	National Guard Armory	Tues. Dec. 16, 6:30-9 p.m.
Lafayette	Office	Fri. Dec. 19, 6-8 p.m.
Jennings	Kitchen	Thurs. Dec. 18, 6:30-8:30

<u>BEAUMONT DIV.</u>		
All Bmt. Div. groups in		
Bmt., Vidor, Sys. Sales, Trea.		
Div. Acctg., T&D, Div. Sales,		
Purchasing	Main Office - 20th Flr.	Sat. Dec. 6, 1:30-5 p.m.
Sys. Prod., Sys. Engr.,		
Neches Sta., Inf. & Data Svcs.		
Records, ROW, Main Office		
Bldg. Svcs.	Main Office - 20th Flr.	Sat. Dec. 13, 1:30-5p.m.
Woodville Dist.	Office	Thurs. Dec. 18, 7-8 p.m.
Silsbee Dist. & Kountze	Silsbee Office	Tues. Dec. 16, 7-8 p.m.
Liberty, Dayton, Hull, Anahuac	Dayton Office	Fri. Dec. 19, 7-8 p.m.
Orange Dist. & Sabine Sta.	Orange - Svc. Center Aud.	Sat. Dec. 13, 1:30-5 p.m.

<u>PORT ARTHUR DIV.</u>		
Port Arthur Division	Service Center	Sat. Dec. 13, 2-5 p.m.

<u>WESTERN DIV.</u>		
Huntsville	See local office for details	December 15
Calvert	See local office for details	December 17
Conroe	See local office for details	December 18
Cleveland	See local office for details	December 19
Madisonville	See local office for details	December 19
Navasota	See local office for details	December 20



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Baton Rouge

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OUR COVER: GSUer's
work on obtaining
their GED in
nightly classes
across our system.

Page One

Growth Education Desire

your key to the future

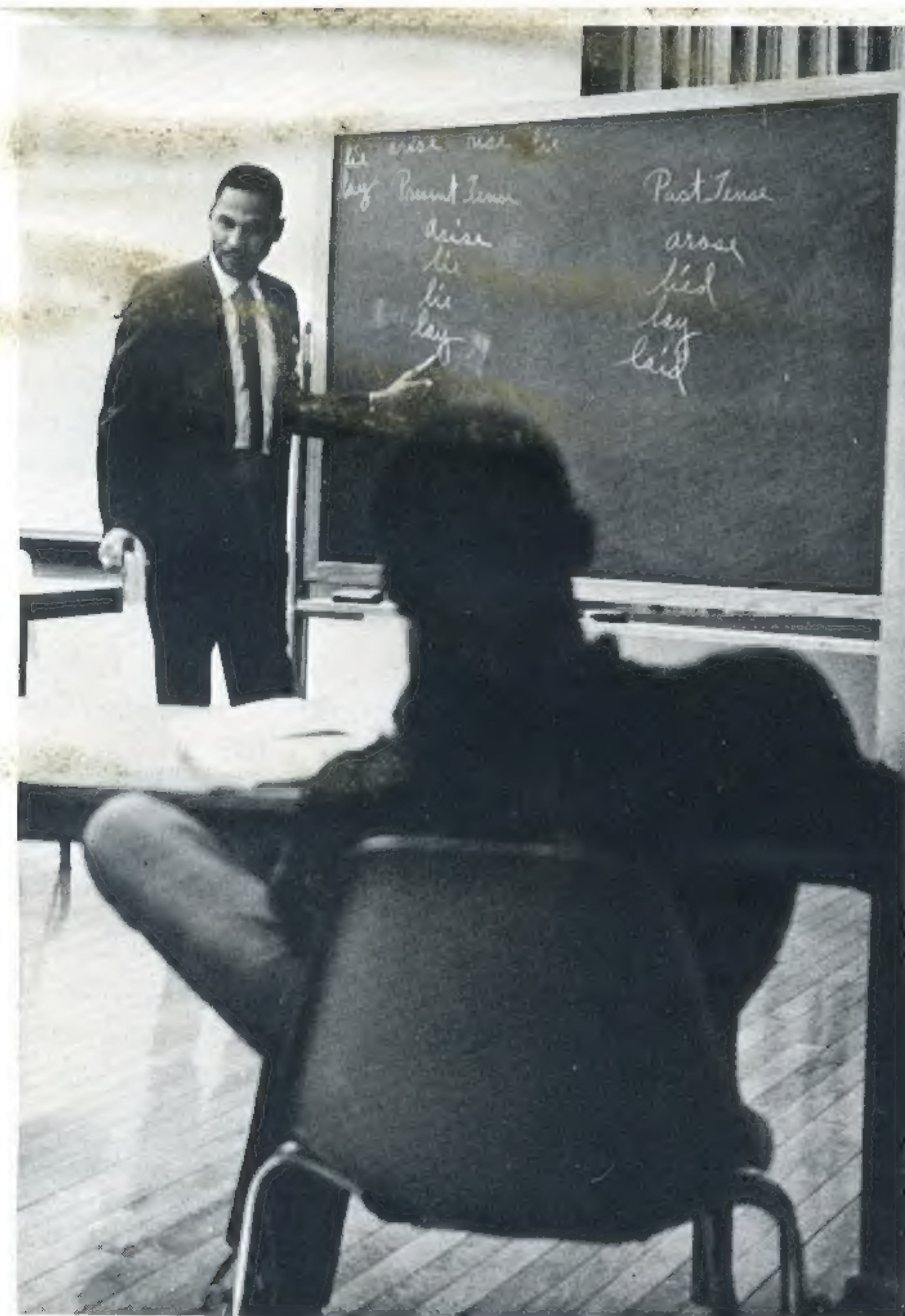
Education and industry go hand in hand in today's fast-paced society. Without at least a high school diploma, we lack one of the basic needs for competition. Realizing this, our company has initiated a program to offer employees a greater opportunity to obtain a high school equivalency certificate.

The teachers in the program are attempting to develop within the students a greater interest in industry and an understanding of the necessity of the industrial processes and education. This, they feel, will develop in each student the ability to select, care for and use industrial materials wisely.

They feel also that in getting such training, it will develop within these individuals more saleable skills that would benefit our industry as well as themselves.

The teachers are working toward strengthening the bond between education and industry. They believe it will better enable the students to take their place in this economic world.

Thus, this story is dedicated to the students who are working in the G.E.D. program and to the teachers who are attempting to make the program a success.



Everything that enlarges the sphere of human powers, that shows man he can do what he thought he could not do, is valuable. — Samuel Johnson

The room buzzes with the sound of learning. A group of students wrestles with sentence structure while others across the room fight the battle of the common denominator.

The instructor's voice rings out over the steady drone of his students: "Okay. Now the sentence is right. We know that. But we can't get it right unless we know WHY it's right. Now let's THINK about that sentence . . ."

An aura of silence envelops the room as the students ponder the sentence before them. A sudden exclamation pierces the silence—"I know! I know!"—and a student launches his explanation.

The teacher, satisfied now, goes on with the business at hand—to think and to learn.

This scene is not from a classroom in one of the school districts in our company's service area. It was taken from a session conducted at one of our office buildings.

The "students" are employees of the company working toward attaining their high school equivalency certificates, the GED. And the scene is being enacted each week in Beaumont, Baton Rouge and Port Arthur. The Lake Charles Division plans to initiate its program shortly.

The classes are part of the company's adult education program. The "think sessions" began in July of this year with teachers from local school districts serving as instructors.

Our company provides four basic manuals to aid the students in preparing for the GED tests which are administered by local school districts and area colleges. Pencils, paper, notebooks and other study materials also are given the students.

The entire cost of the program is being borne by the company, and the results thus far indicate it has been a worthwhile investment.

The program puts stress on the "Three R's"—reading, writing and arithmetic—to offer a general education.



A review of the past week's lesson usually opens each class. "We can't afford to just leave these problems," admonishes a math teacher. "We've got to go back and review them or we forget them."

Math, according to one instructor, is the area in which many of the students excel.

Teaching a group of adults is not the easiest chore, the instructors concede, but it is among the most rewarding. One teacher sees his job this way:

"We can't just let them memorize. We've got to teach them to think for themselves."

He illustrates his theory with a classroom exercise using the word "incomprehensiveness." Assigning each student to list 100 words made up of letters from incomprehensiveness, he gets more mileage out of his instruction.

"Anybody can come up with 25 or 30 short words," said the instructor, "but to get 100 or more, they have to go to the dictionary. Also, they must know the definition of each word used, so the exercise becomes a good vocabulary builder."

Actually, the one exercise encompasses most of the principles which the program strives to achieve. Spelling, reading, writing and vocabulary are all wrapped up in the same assignment.

The expert leadership provided by the teachers undoubtedly has been a key factor. As one student observed, "They (the teachers) keep you coming back. You never feel like you're working in the classroom. It's something you can enjoy even if you're tired after working eight hours."

Apparently others in the classes share the same feeling. It is not unusual for night workers

to sit in on the classes during their coffee breaks just to get a little extra schooling.

The progress of the "student employees" has been steady. Their advancements are even more remarkable when it is realized that many have not seen the inside of a classroom for 10 to 20 years and longer.

The program was spawned by a survey which indicated definite interest on the part of employees. Meetings were held with employees who either did not have a high school diploma or were otherwise unable to meet the company's testing requirements. Many stated they would participate in a company-sponsored education program in order to meet these requirements.

"Many of these employees have potential and need only an opportunity for individual instruction such as our program offers," said C. P. (Jack) Shirey, training and safety manager. "Adult education has been available through local school systems for quite a while, but it is impossible for that system to give the kind of individual instruction that our company program provides."

Mr. Shirey also lauds the instructors who are serving in the program: "We are fortunate in that we have employed dedicated teachers to conduct our classes. They welcome the opportunity to use new techniques which offers a more personal challenge to these employees. This is necessary since our classes are made up of employees with varying levels of education."

Challenge, opportunity, education. These are the key ingredients to what should prove to be a valuable program for our company and its employees.

Dinner has just been served and the Carlises are ready to enjoy their evening feast. The kids are especially noisy tonight. Suddenly, the lights flicker and go out. The Carlises are in total darkness. Dad goes to the kitchen to find his flashlight while Mom quiets the children.

He discovers that there is nothing that he can do as the neighbors are also affected. While he calls our company, Mom finds some old candles in her cupboard to make the dinner table visible. Mr. Carlisle reports his address and the trouble to our dispatcher.

Mrs. Carlisle seems to enjoy the romantic atmosphere now surrounding her living room while the kids marvel at the mystery of no lights. But while they complete their meal a GSU serviceman is on his way. We like to call them our "trouble shooters."

Luckily this event is not repeated often and when it is, our "trouble shooter" locates the trouble in a matter of minutes and saves the evening for the thousands of Carlises in our system. The interesting part of this story is seldom told to the Carlises and that is the cause of the trouble.

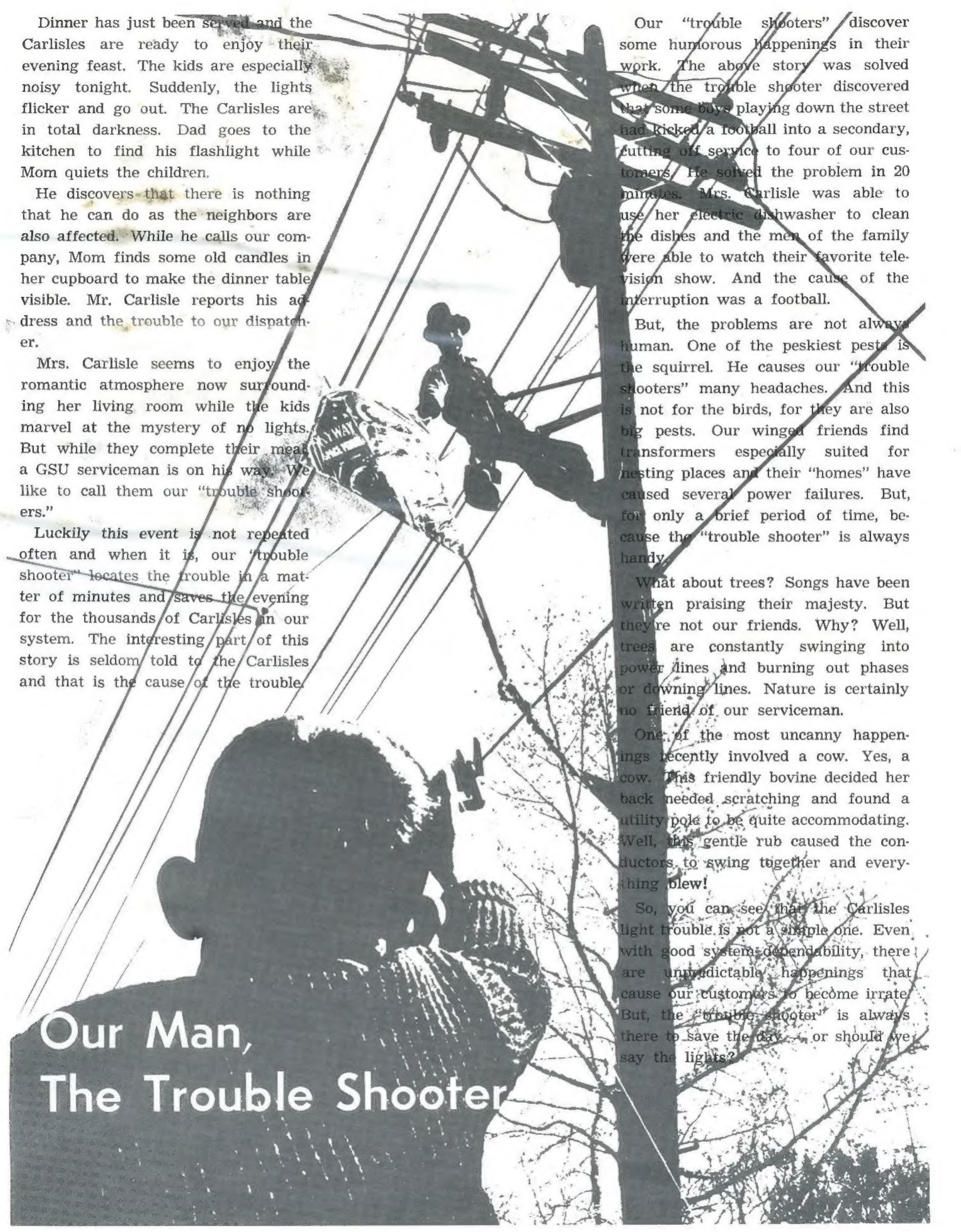
Our "trouble shooters" discover some humorous happenings in their work. The above story was solved when the trouble shooter discovered that some boys playing down the street had kicked a football into a secondary, cutting off service to four of our customers. He solved the problem in 20 minutes. Mrs. Carlisle was able to use her electric dishwasher to clean the dishes and the men of the family were able to watch their favorite television show. And the cause of the interruption was a football.

But, the problems are not always human. One of the peskiest pests is the squirrel. He causes our "trouble shooters" many headaches. And this is not for the birds, for they are also big pests. Our winged friends find transformers especially suited for nesting places and their "homes" have caused several power failures. But, for only a brief period of time, because the "trouble shooter" is always handy.

What about trees? Songs have been written praising their majesty. But they're not our friends. Why? Well, trees are constantly swinging into power lines and burning out phases or downing lines. Nature is certainly no friend of our serviceman.

One of the most uncanny happenings recently involved a cow. Yes, a cow. This friendly bovine decided her back needed scratching and found a utility pole to be quite accommodating. Well, this gentle rub caused the conductors to swing together and everything blew!

So, you can see that the Carlises light trouble is not a simple one. Even with good system dependability, there are unpredictable happenings that cause our customers to become irrate. But, the "trouble shooter" is always there to save the day... or should we say the lights?



Our Man, The Trouble Shooter

After 40 years, Is the job over?

What are you going to do after you retire? The answer is not simple. For many it is freedom from the 8 to 5 routine. For others it is a new type of isolation from society. The realization that life is over. The belief that a new life has begun. Retirement can be that second "act" in life, as over 200 of our former employees are now discovering.

Many of our retired employees have established a new life. They are pretty busy folks. Church work, hobbies, gardening, hunting and fishing are some of the many pastimes of our friends. The more aggressive ones have even continued to work at part time jobs or are now self-employed.

Planning seems to be the answer to a successful retirement. Many fear the loss of income, the lack of job discipline, and the loss of identity. But, this should not be the case if one has planned for his future. There is such a great need in our nation for social and civic work and many of our retired employees have truly become their brother's keepers.

To guarantee our retirement income, the company makes an annual payment to the Retirement Fund. For the calendar year 1968 this payment was \$1,361,428.00. An additional \$855,924.00 was paid by the company to the government in the form of federal old age benefits or Social Security. Plus, many of our retired employees have taken advantage of the Thrift Plan and saved for their retirement, so that extensive travel would be possible.

The following personality sketch outlines three of our retired employees and their activities today. Also, we have included a complete directory of all of our retired employees as of October 31, 1969, for your convenience.

What will your retirement bring? Hopefully, it will be one of happiness and fulfillment, but only you can be the judge.



Meet Earl Richardson Harrison. He is in his 69th year and still very active. Starting with our company in 1926 as a groundman, "Deke", as he was nicknamed, recalls the entire development of our Orange T&D Department. He helped build the first 69 KV high line from Beaumont to Orange. "Deke" was an aggressive worker and reached senior foreman of a line crew by the time of his retirement in December of 1964.

He now lives with his mother who is 88 years old. When he was asked what he is doing now, he stated, "Nothing." But, that is not really true. His time is occupied by fishing, hunting and gardening. He mentioned that his garden almost failed this year because of a lack of rain, yet he exhibited some mustard greens, turnips and onions in his backyard retreat.

"Deke", do you like retirement? "Oh, yes, yeah . . . I made up my mind before retirement! I knew I would have to live with it and didn't let it bother me." So, after more than 39 years with our company in Orange, "Deke" is a happy and an active fellow.



Meet Julia M. Saucier. She retired from our Baton Rouge Bookkeeping Department as a senior clerk in 1962. Her first job, as she remembers, was door to door selling of lamps with some kind of an indirect lighting reflector. After working in the Sales Department, Mrs. Saucier went into the Cashier Department and then into Bookkeeping. The biggest change for her was in our adopting new methods of doing business during her 27 year career.

Since her retirement she has been extremely active in church work. As a member of St. James Episcopal Church, she leads the "Shut-In" group, participates in prayer groups and is constantly going to board meetings. When she first retired she did a lot of summertime traveling. Mrs. Saucier visited Canada, Ohio and several other states. Her hobbies consist of knitting, needlework and reading.

Mrs. Saucier has one daughter, Mrs. Ralph M. Goff of Baton Rouge, and two granddaughters. She said that she doesn't get up to GSU as much as she'd like as she's too busy. "There's just not enough hours in the day. I've been accustomed to a busy life so why change now." She concluded our visit with this statement, "You know, considering how busy I've been since my retirement, I sometimes wonder how I found time to work prior to it."



Meet Jimmy Robinson. He is a retired maintenance man from Orange, but he is still "working." The most exciting event since his retirement in April of 1963 was the celebration of his 50th Wedding Anniversary on August 6, 1969, in the home of Mr. and Mrs. Dick Eddleman, a former GSU employee. Mr. Robinson and his wife were presented gold watches at the celebration.

What is he doing now? Well, he keeps busy helping his friends by doing handy work but will accept no money for his efforts. Besides his "work", he is an active member of Mt. Zion Baptist Church and the Masons. He has one daughter, Sara Lee, 21, who is attending college in California.

Life has been a full one for Mr. Robinson. One would never know he was 71 years old. His 39 plus years with our company have made him many friends and he is loyal to all of them. As Mrs. Eddleman stated, "He is just a member of our family."

SERVICE AWARDS

THIRTY YEARS



C. P. Jordan
Distribution
Beaumont



V. V. McGee
Distribution
Port Arthur



Dewey Raborn
Production
Baton Rouge



Howard J. Sutton
Engineering
Beaumont

TWENTY YEARS



Gerald Dean
Adm. Services
Beaumont



Henry Legnon, Jr.
Treasury
Lafayette



Robert J. Summers
Distribution
Beaumont

TEN YEARS



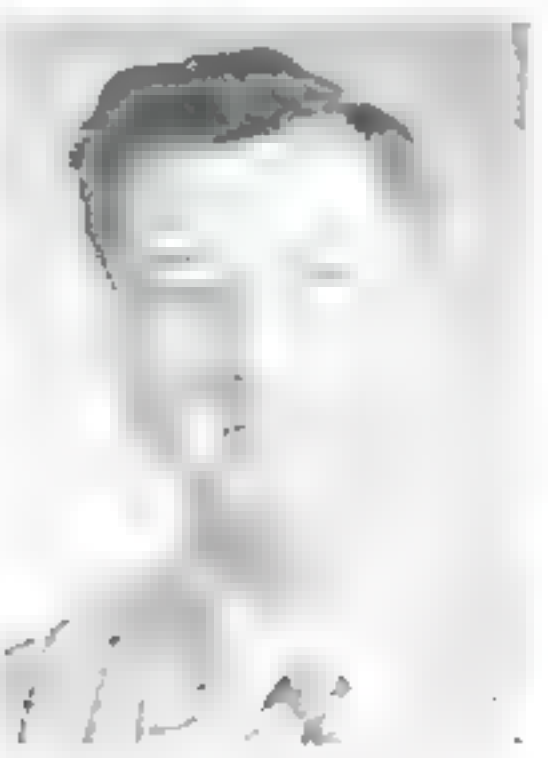
Jo Ann Burnett
Operations
Lake Charles



Darrell W. Goodwin
Distribution
Jennings



Van Kitchens, Jr.
Distribution
Orange



E. G. Nelson
Distribution
Baton Rouge



Don Parker
Treasury
Beaumont



Dallie Starns
Distribution
Baton Rouge

PROMOTIONS



Ronald Shuff



Michael Segree



Robert J. Peters



Douglas Provost



A. B. Cross



Lloyd D. Bell



Sheldon Fruge



Jimmy Lusk



Denis Dugas, Jr.



Charles Breaux

Ronald E. Shuff, formerly draftsman in System Engineering Design, has been transferred to the EDP Systems Support Services Section of the IDS department, Beaumont, and promoted to administrative assistant.

Born in Silsbee, Mr. Shuff is a graduate of Silsbee High School. He also attended Texas A&M University and Lamar Tech.

He is married to the former Gayle McDonald of Silsbee and the couple has two children. They are Ron Shuff Jr., 2½, and Veronica, 1½.

The Shuffs attend the Church of Christ.

Michael Segree has been promoted to administrative assistant in the EDP Systems Support Services Section of the Information & Data Services Department, Beaumont.

Mr. Segree previously held the post of engineering assistant in Systems Engineering Design.

He is a Beaumont native but graduated from Brazosport High School at Freeport, Tex. He also attended Lamar Tech and South Texas Junior College. He is currently attending the Data Processing Institute and is to graduate in January.

Mr. Segree attends the Methodist Church.

The promotion of Robert J. Peters to section head, Design-Engineering Construction, System Engineering Design, Beaumont, has been announced.

Mr. Peters, a native of Yoakum, Tex., joined our company in 1953. He had been a senior engineering assistant in the Relay Design section before his promotion.

He is a graduate of Beaumont High School and attended Lamar Tech. An Air Force veteran, he served as a staff sergeant during the Korean conflict.

A member of the Beaumont Civil Air Patrol, he is deputy commander of cadets and squadron maintenance officer. He is a member of St. Pius X Catholic Church.

Married to the former Rebecca Joyce Flippin of Beaumont, the couple has a daughter, Rebecca Anne, 16.

Douglas J. Provost, formerly serviceman first class, has advanced to utility foreman, substation, Lafayette T&D.

Mr. Provost is a native of Lafayette and graduated from high school there. He also has completed a company-sponsored basic electricity course.

He is an Army veteran, having served in World War II during the years 1944-45.

Married to the former Matilda Hebert of Crowley, La., the couple has four children. They are Lynette, 21, Steven, 18, Elaine, 12, and Vicki, 11. The family attends Our Lady of Fatima Catholic Church.

A. B. Cross, formerly control operations foreman at Willow Glen Station, has been advanced to operation supervisor at the plant.

He is a Baton Rouge native and a graduate of Baker High School. He also has completed management training courses at LSU and ICS courses in radio repair and basic electricity.

He is a former president of the Independent Electrical Workers Union and serves on the City Plumbing and Air Conditioning Board of Baker, La. He is a charter member of the Baker Civic Club and helped organize the Democratic Party committee in Baker.

Married to the former Margie McCulloch of Baker, the couple has three children. They are Michael, 25, of Baton Rouge, Mrs. Patricia Davies of Baton Rouge, Lori, 10, and a grandchild, Sean. The family attends the First Baptist Church of Baker.

Lloyd D. Bell has been promoted from utility foreman to line foreman in Beaumont T&D.

A native of Warren, Tex., he received his high school diploma there and attended the University of Houston.

Mr. Bell is an Army veteran of World War II. He has been active in Colt Baseball League work for the past 11 years.

Married to the former Bernita Savant of Kinder, La., the couple has five children and two grandchildren. Their children are Ronnie, 22, of

Queen City, Mo., Timothy, 18, Susan, 14, Amy, 13, and Elizabeth, 10. The grandchildren are Leslie and Kellison.

Sheldon P. Fruge, formerly maintenance planner at Neches Station, has been promoted to mechanical maintenance foreman.

He was born in Gueydan, La., and graduated from Gueydan High. He is working toward a mechanical engineering degree at Lamar Tech.

A member of the Beaumont Young Men's Business League, he formerly was active in Little League activities.

Mr. Fruge is married to the former Rita Vincent of Gueydan, and the couple has four sons. They are Mark, Vincent, Wade and David. The family attends Assumption Catholic Church of Beaumont.

Jimmy C. Lusk has moved up to utility foreman in Beaumont T&D. He formerly held the post of lineman first class.

Mr. Lusk calls Dayton, Tex., his home town and graduated from Dayton High School. He also attended Lamar Tech for two years.

He served with the Army during the Korean conflict from 1949 to 1951. He is active in youth baseball activities as manager of a Pony League team.

Mr. Lusk's wife is the former Beverly Crouch of Port Arthur, and the couple has four children. They are Danny, 18, Dubby, 14, David, 13, and Jane Ann, 13. The Lusks attend the North End Methodist Church.

Denis Dugas Jr., a commercial salesman in Lafayette since 1967, has been promoted to section head, Engineering.

Mr. Dugas formerly served as an engineering assistant before moving over to the Sales Department as a residential sales representative in 1966.

A native of Loreauville, La., he attended Tulane University and the Southwestern Louisiana Trade School in Crowley. He is an Air Force veteran, having served as a staff sergeant during the years 1951-54.

Mr. Dugas is married to the former Mary Bert Thornton of Jeanerrette, La. The couple has two children, Tim and Mary Hance.

Charles J. Breaux, who had been serving as utility foreman in Lafayette T&D, has moved up to substation foreman.

An employee of our company since 1952, he has also worked as a helper and substation mechanic.

He is a native of Lafayette and a veteran of the Navy. He had just completed a two-year hitch in the service before joining the company.

Mr. Breaux is married to the former Marie Geraldine, and the couple has two children, Charles Jr. and Jeanne Marie. The Breauxs attend St. Genevieve Catholic Church.

The promotion of John A. Petitjean to right-of-way man in Lafayette T&D has been announced. He had been a senior engineering assistant.

A native of Rayne, La., he was graduated from St. Joseph High School. He also has attended the Southwestern Trade School and is currently completing a course in business law at the University of Southwestern Louisiana.

He is a veteran of the Air Force and served during the Korean conflict. He is a member of American Legion Post 77 and Knights of Columbus Council 1897. He has served as an assistant Cub Scout master.

Married to the former Nellie Trahan of Rayne, the couple has three children, Brenda, 17, Keith, 15, and John Chris, 9. The family attends St. Joseph Catholic Church.

George W. Parton, formerly substation foreman in Lafayette T&D, has been promoted to assistant general substation foreman.

He is a native of Kinder, La., and a graduate of Kinder High School. He also graduated from Chenier Business and Radio College in Beaumont and completed an electrical engineering course through the International Correspondence School.

An Army veteran, he served from 1941 to 1945 and attained the rank of master sergeant. He is a member of the Lafayette chapter of the Institute of Electrical and Electronics Engineers and is a former Cub Scout worker.



John Petitjean



George Parton



Joe Guercio



Albert Reaux

Joseph S. Guercio Jr., formerly equipment operator at Willow Glen Station, has moved up to control operations foreman.

Mr. Guercio is a White Castle, La., native and was graduated from high school there. He spent two years in the armed service from 1953 to 1955.

He is a member of the board of directors of the Kilowatt Club in Baton Rouge. He also is a member of St. George Catholic Church.

Married to the former Daisy Lee Smith of Baton Rouge, the Guercios have five children. They are Darlene, Jo Lynn, Jan, Gina Ann and J. S. Guercio III.

Albert J. Reaux, formerly control operations foreman at Neches Station, has been promoted to shift supervisor at the plant.

A native Beaumont, Mr. Reaux is a South Park High School graduate and attended Chenier Business College. He also has completed T&D home study courses and personnel management courses from Texas A&M University and LSU.

Married to the former Octavie Bossley of Eagen, La., the Reauxs have five children. They are Capt. Charles Reaux, stationed with the Army in South Korea; John Reaux of Thibodaux, La.; Mrs. Burt Denton, a teacher in Nederland, Tex.; Helen, a Lamar Tech coed, and James, an elementary school student.

Mr. Reaux is a member of St. Pius X Catholic Church in Beaumont.



Murphy Named To Board of Directors

J. R. Murphy, vice president of Louisiana operations, has been named a director of our company, effective Jan. 1, 1970.

The appointment of Mr. Murphy came during a board of directors meeting Nov. 12 in Lake Charles.

Mr. Murphy joined the company in 1936 as a station clerk at Louisiana Station. He later served as office engineer, assistant test engineer and assistant to the station superintendent.

Transferring to the personnel department at Baton Rouge in 1952, he has been a personnel assistant, industrial relations director, assistant personnel manager and vice president and personnel manager. He was named vice president of Louisiana operations in September of this year.

A native of Hanover, Pa., Mr. Murphy is a graduate of the Williamson Trade School in Media, Pa., and completed the Harvard University advanced management program.

He is a member of the Baton Rouge Chamber of Commerce and is a Rotarian.

Married to the former Phyllis Singletary of Baker, La., the Murphys have two daughters. They are Mrs. Nancy Klein and Mrs. Jane Anselmo, both of Baton Rouge.



Welcome Aboard!

ADMINISTRATIVE SERVICES
Sandra W. Laird, Steno, Beaumont
RATES & DEPRECIATION
Sharon O. Hollaway, Dept. Clerk, Beaumont
INFORMATION & DATA SERVICES
James B. Bihm, Computer Oper., Beaumont

TREASURY
Jack O. Wiggins, Jr., Storeroom Assistant, Beaumont
Patricia A. Sadler, Local Office Clerk, Dayton
David E. Richardson, Meter Reader, Hull
James D. Cochran, Meter Reader, Orange
Clarence J. Caston, Meter Reader, Orange
Mary G. Biehle, local Office Clerk, Vidor
Otis T. Boles, Meter Reader, Cleveland
Judith O. Fallon, Local Office Clerk, Huntsville
William C. Powell, Meter Reader, Huntsville
Melvin J. Clark, Meter Reader, Lafayette
Sybil D. King, Clerk, Baton Rouge
Kenneth W. Hardee, Storeroom Assistant, Baton Rouge
Judy C. Wyche, Clerk - Cust. Acctg., Port Arthur

SYSTEM ENGINEERING
John S. McCraw, Engr. Helper, Beaumont
Larry W. Woodall, Engr. Helper, Beaumont
Kenneth D. Spence, Engr. Helper, Beaumont
Ronald G. Phillips, Engr. Helper, Beaumont
Francis L. Burgess, Engr. Helper, Beaumont
Jo Ann Hadnot, Dept. Clerk, Beaumont

DISTRIBUTION
Lynn F. Bouillion, Helper, Beaumont
Alan D. Shafer, Helper, Beaumont
John L. Thomas, Helper, Beaumont
Robert N. Cockrell, Helper, Beaumont
Leslie E. Jones, Engr. Helper, Beaumont
Raymond Pascual, Jr., Engr. Helper, Beaumont
Joseph T. Crews, Helper, Woodville
Ronald J. Howell, Helper, Conroe
Billy S. Blow, Helper, Huntsville
Joe R. Bowen, Helper, Huntsville
William F. Warner, Engr. Helper, Navasota

Roger D. Gatlin, Helper, Baton Rouge
Robert R. Hebert, Helper, Baton Rouge
Richard L. Wickwire, Helper, Baton Rouge
Maderris P. Dufour, Helper, Baton Rouge
Paul M. Johnson, Helper, Baton Rouge
Paul E. O'Neill, II, Shop & Field Tester, Baton Rouge
Adrian P. Franklin, Engr. Helper, Baton Rouge
Christine G. Beatty, Dept. Clerk, Baton Rouge
Geraldine M. Robin, Dept. Clerk, Baton Rouge
Cleo B. Leday, Laborer, Baton Rouge
Carl J. Collins, Helper, Gonzales
Joseph Rose, Jr., Laborer, Maring
Frank D. Rozas, Commun. Serviceman, Lake Charles
Mayo J. Broussard, Jr., Shop & Field Tester, Lafayette
William F. Ross, Jr., Apprentice-T&D, Baton Rouge
Milton W. Franklin, Engr. Helper-T&D, Baton Rouge
Lloyd S. Sullivan, Engr. Helper-T&D, Baton Rouge
Mary J. Carmouche, Dept. Clerk-T&D, Baton Rouge
Walter G. Varnado, Helper-T&D, Port Allen
Ronald C. Borel, Helper-T&D, Lake Charles
Clearence Guidry, Helper-T&D, Lake Charles
Rebecca N. Watts, Dept. Clerk-T&D, Lake Charles
Jimmy L. Hubert, Helper-T&D, Port Arthur
Dana G. Braquet, Helper-T&D, Port Arthur
James R. DuBois, Shop & Field Tester, Port Arthur

PRODUCTION
Leon Ruth, Operator's Helper, Baton Rouge
Gary A. Zito, Operator's Helper, Baton Rouge
Robert G. Crafton, Operator's Helper, Baton Rouge
Oliver J. Songy, III, Operator's Helper, Baton Rouge
Robert W. Laiche, Jr., Operator's Helper, Baton Rouge
Leroyal Wilson, Laborer, Baton Rouge

GAS DEPARTMENT
Thomas M. Ballard, Helper, Baton Rouge
James W. Fontenot, Helper, Baton Rouge
Mary I. Sinquefield, Dept. Clerk, Baton Rouge

SALES
Jerry C. Livingston, Residential Sales Repr-Jr, Conroe
Linda L. Ashworth, Home Service Advisor-Jr, Port Arthur

LETTERS

From employees, customers and friends of GSU

CONROE

Dear Mr. Richard:

Thank you and Gulf States Utilities Company for your cooperation with the Rotary Club of Willis in promoting the 1969 Pan Cake Supper. It was a great success and added a substantial amount to our Scholarship and Youth Fund.

Our special thanks go to Mr. Calvin Jaetzold and his crew, who checked out and installed our needed electrical outlets and equipment. They went overboard in doing an effective and efficient job.

You have demonstrated the true spirit of Rotary, "Service is our Business," and we do thank you.

Sincerely,

Paul Abrams, President
Rotary Club of Willis

PORT ARTHUR

Dear Mr. McAlpine:

Thank you so very much for the promptness with which you had the trees removed from in front of my house.

And please give my thanks to Mr. Burford for doing such an efficient job.

Yours truly,

Mrs. B. H. Barclay

ORANGE

Dear Doc (Charlton):

Thanks for the use of the auditorium for our meeting last week. Though I wasn't able to be there, from what I hear, it was a good meeting and put a little fire under our campaign pot.

We appreciate all that GSU is doing for us — personnel, facilities and especially the fine contributions.

Raymond Selzer

U.F. Board Chairman

BEAUMONT

Dear Malcolm (Williams):

Thanks for our copy of "Dun's Review". I think Gulf States Utilities ad is great!

Don't hesitate to call on us if we can be of assistance in any way.

Sincerely,

Jerry Herrin

Executive Vice President
Montgomery County
Chamber of Commerce

Dear Wally (Sisk):

It is very easy to see why you were selected to appear in the 1969 "Outstanding Young Men of America." To be able to make such a presentation on a relatively short notice, indicates that you are an excellent representative for G.S.U. Your presentation was much appreciated and all comments have been most favorable. It was a real pleasure to have you visit Lafayette.

Kindest personal regards,

Wilton W. Wilson
Training Supervisor

Dear Sir:

The Beaumont Committee for Employment of the Handicapped wishes to express thanks for your participation in sponsoring the full page public service message printed in the October 5, 1969, Sunday Enterprise. This yearly event has helped boost interest in hiring of the handicapped and some have been placed in jobs as a result of your help.

The Committee and Beaumont's handicapped say thanks again for your continued support.

Sincerely,

Zoe Minor, Chairman

Dear Mr. (Jim) Turner:

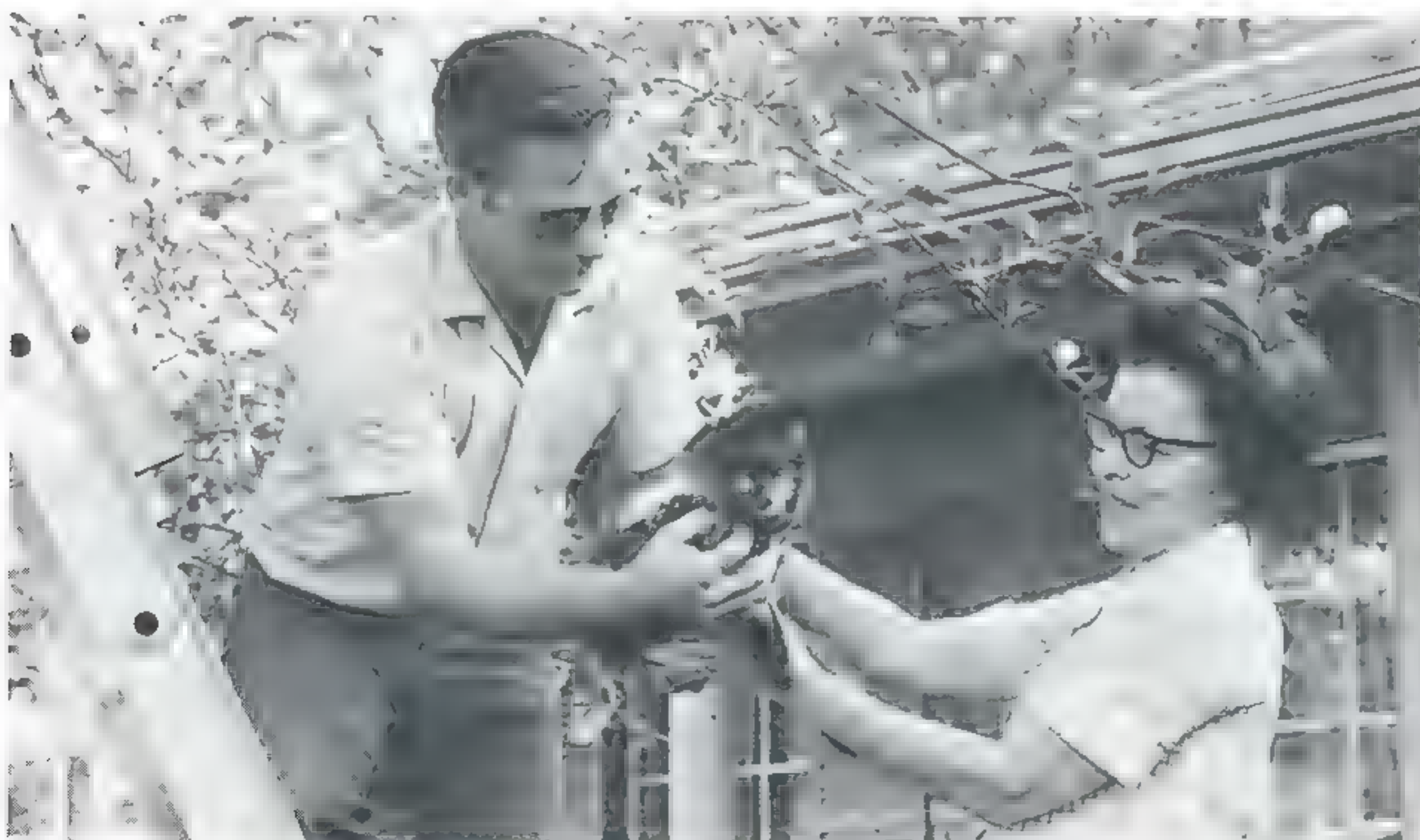
Please convey our sincere thanks to three Gulf Staters whose kind act over and above the call of duty saved our pet kitten from possible starvation.

The kitten had been up a tree in our yard for two nights and a day. Our efforts to get her down were without success. She wouldn't budge from her high perch and she was too high for us to reach with available ladders.

GSU came to the rescue. We are grateful to Tommy Coggins, Willis Lang and Donald Tingen.

Ed and Mary VanZandt

Editor's note: When the VanZandts' feline friend went out on a limb, Messrs. Coggins, Lang and Tingen of Beaumont T&D helped him get his feet (paws?) back on the ground. In the picture, Mr. Coggins hands "Niemman" over to a relieved Mrs. VanZandt. See photo to left.





REPORTERS

If you have any news for PLAIN TALKS, simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

Bety Neville (Neches Station), Sue Williams (Port Arthur), Jo Ann Landry (Beaumont S.C.), Johnnie Harris (Lake Charles-T&D), Fay Denney (Lake Charles-O), Bobbie Denais (Lafayette-O), Sue Champagne (Lafayette-T&D), Pam Weston (Nelson Station), Davie Carpenter (Orange), Maxie Bell (Silsbee), Nancy Westmoreland (Beaumont), Ann Ogden (Beaumont), Edy Waltman (Beaumont), Darla McMurray (Beaumont), Walt Wright (Baton Rouge), Pearl Darbonne (Sulphur), Earl Mayfield (Jennings), Jackie Guidry (LA Station), Janis E. Wilgranowski (Calvert), Wanda H. Tinsley (Madisonville), Pat Jones (Cleveland), Gail Reeves (Huntsville), Frances Murray (Conroe), Betty Dickchat (Navasota), Linda Marks (Beaumont), Nina Ruth Bay (Navasota), Dora Landaiche (Willow Glen), Opal Temple (Baton Rouge-Acct.), Margie Force (Baton Rouge-T&D), Sandra Mouch (Baton Rouge-T&D), Gwen Blackwell (Baton Rouge-T&D), Beverly Hayden (Gas Dept.), and Janette Lane (Zachery).

LAKE CHARLES DIV.

From Lafayette, a tribute was paid to the late Mrs. Frances Thayer by Stanley Martin-Felix Ducrest American Legion Auxiliary Unit 69. Club President Mrs. Russel Hanes presented to Mrs. Thayer's son and his wife, Mr. and Mrs.



T. J. Thayer, a wreath of the American Legion Auxiliary colors and a grave marker to be placed at her tomb. The late Mrs. Thayer served as president of the Auxiliary for 10 years. Mr. Thayer is a meter reader in our Lafayette District.

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Congratulations to **Corbett LeBlanc, Jr.** on his promotion from assistant storekeeper to storekeeper of the Lafayette District. He has been employed by our company for 23 years and is married to the former Lylianne LeDerout from Paris, France. They have three children. Also promoted from meter reader to assistant storekeeper is **Henry Legnon, Jr.** An employee for 20 years, he is married to the former Jeanne Guidry and they have one son.

Love bugs have been reported in Lafayette. **Kathy Begnaud**, customer clerk, recently announced her engagement to **Walter Gondron** of Loreauville, La. He is in the armed services and is currently stationed in Rhode Island. Wedding bells rang out in October for **Denis Dugas**, commercial sales rep., sr., who married the former **Mary Bert Thornton**. Finally, **Burton G. Duhon**, residential sales rep., sr., announced the birth of his first child, a son whom he and his wife, **Maxine**, named **Chuck Anthony**. It is reported he will make a fine baseball player for the little league team his father is coaching.

Happy Birthday greetings for October go out to **Horace LaCombe**, **Burt Duhon** (residential sales reps., sr.) and **Bobbie Denais** (departmental clerk).

Our sympathy to **Dick Krouse**, industrial engineer, upon the death of his brother, **Charles**, 48, of Springhill, La.

In Lake Charles, an EHV Maintenance Program was held on November 4-6. Work was performed on 500 KV Line 620 while energized. The program was handled by the A. B. Chance Company. Seven employees from the Beaumont Division and six from the Lake Charles Division took an active part in the program. A complete picture story will follow in PLAIN TALKS.

The Substation Department welcomes **Clarence Chandler** as a new helper. He is a native of DeQuincy, La. and is married with two children. Vacationing employees in this same department were **Lynn Benoit**, **Melvorn Bergeron**, **Danny Dickerson**, **Edward Duhon**, **Chester Landry**, and **Ben Miller**.

On October 23 & 24, **Jim Fugitt**, substation mechanic, attended the Boy Scouts Region Five Meeting in Memphis, Tennessee.

The Communications Department welcomes **Danny Rozas** as a new serviceman. He is married and has three children.

The stork made his first visit to the home of Mr. and Mrs. **Charles Roger Paris** on October 19th. They are the parents of a 8 pound baby boy, **Roger Ladell**. The father is a helper on the T&D Survey Crew. Our sympathy to Mr. and Mrs. **Asa Barrow** and family on the death of Mrs. Barrow's father, **Mr. F. M. Tywater** of Daisetta, Texas, on October 15, 1969. Mr. Barrow is survey party chief at Lake Charles T&D.



Kim Conner on her 5th birthday, Oct. 2, smiles shyly for the camera. She is the daughter of Mr. and Mrs. **Don Conner**, senior engineering assistant.

Joe E. Bondurant, operating superintendent in Lake Charles, has been credited in the October 20th issue of **ELECTRICAL WORLD**. He was the author of the story, "Aeolian vibration damages line bundles," which discusses vibration as a line-design criterion.

From Jennings, the employees bid farewell to **Marilyn Bertrand Deshotel**, who left the company to make her home in Millington, Tenn. with her new husband, **Donald**, where he will be stationed with the Navy. The happy parents and parents-in-law are serviceman and Mrs. **John Deshotel**.

Congratulations are in order for serviceman and Mrs. **John J. Deshotel** on the birth of a son, **Johnathon Paul**, on August 24, 1969.



Elaine Deshotel, daughter of serviceman and Mrs. **John J. Deshotel** has won an all-expense trip to Chicago to attend the AHEA National Congress from Nov. 10 to Dec. 7, as a result of her work in tailoring.



Dwayne Istre, a senior at Louisiana Tech, is a defensive specialist on the Bulldog football team and a three year letterman. He is majoring in Data Processing and is the son of serviceman and Mrs. **Stanford Istre** of Jennings. He was a summertime employee with our company this year.

PORT ARTHUR DIV.

Sue Williams, home service advisor, sr., has been elected President of the Sabine Area Home Economists, an organization of all graduate home economists in the area. She is also newsletter editor of the South Texas Home Economists in Business and member of AHEA and HEIB.



Becky Jones is surrounded by gifts from her fellow employees during her farewell luncheon. She left the company to take on an executive post with Corning Glass Works in Atlanta, Georgia. She had been with our company for nine years and at her going away luncheon her co-workers presented her with an electric fondue pot and wished her well in her new career.



Mrs. Ida Borne Meryman, daughter of **A. L. Borne**, customer accounting supervisor received her BBA in Business Administration from Lamar Tech recently.



Happiness is **James Martin Veazey**, 3, and **Cliff Michael Veazey**, 2 months. They are the children of Mr. and Mrs. **James M. Veazey**, meter reader, who has been with our company for 2 years.

BATON ROUGE DIV.



Shirley Malbrough (pictured above) was presented gifts by her co-workers before she transferred to the Clinton Office. From left to right, Supervisor **Bill Reynolds**, **Shirley Malbrough**, **Janice Mann**, and **Hazel Malbrough**.

Among those taking out-of-state vacations were **Lois and L. O. Holden** who journeyed to Nashville for the Grand Ole Opry; **Kathy and James Wilbur** visited relatives in Iowa; **Betty Smith** enjoyed Las Vegas and the Grand Canyon; **Laura and Glenn Dupree** went to Six Flags in Dallas and the Astrodomain in Houston; Galveston was chosen by **Carla Struppeck**; **Verlie and G. C. Gibson** vacationed in St. Petersburg, Florida.

Welcome back to **Bessie Esthay** in the Credit and Collections Department after working in the Lake Charles Division.



Claudia Adams, daughter of **Claude Adams** of the Baton Rouge T&D Meter Dept., was recently voted "Top Citizen" at Istrouma High School. She was chosen for her participation in many school activities including Future Teachers of America, Junior Achievement and the Student Council.



Noboru Hirama, left, and **Yotaro Inoue**, right, representatives of the Bailey Meter Co. in Tokyo, Japan, toured our Willow Glen Power Station on October 15. **James Cifreo**, general maintenance supervisor, hosted the pair.

Lionel V. Dugas, vice-president and general sales manager, gave the official welcome to the 1969 District 11 Gold Star Awards Banquet for outstanding 4-H members. The banquet was held on Nov. 1 in Houston and was sponsored by our company and two other investor-owned electric utility companies in Texas.

WESTERN DIV.



The electric living tree is enhanced by **Clara Wellmann**, left, and **Betty Diekschat**. They are customer clerks in the Navasota Office.

BEAUMONT DIV.



It only took two shots to drop a 903 lb. elk for **Van Kitchens**, right, lineman first class in Orange. He and **Robert Smith**, apprentice lineman, went on a hunting trip to Powder Horn, Colorado on October 18th. Mr. Kitchens has been hunting for over 10 years but this was his first elk. It was shot with a 3003 Enfield at a distance of 110 yards in a foot of snow. The picture also shows some of the deer shot by Mr. Smith. In total, they shot five deer. They stated that they are eagerly looking forward to next year's two week trip that cost approximately \$150 each. To end this story, a large barbecue is planned for their fellow employees.



A picture is worth a thousand words! These handsome, fearless (and happy) hunters are none other than from left to right: **J. D. Spurlock**, lineman in Woodville; **D. C. Sheppard**, utility foreman; **J. L. Osburn**, line foreman; **D. E. Ridley**, serviceman; **J. B. Flanagan**, serviceman; and **J. T. Williams**, general line foreman. The seventh fella in the group, **Buster Davis**, serviceman in Silsbee, was taking the photo. These men just returned from a deer hunt in Utah. Luck was with them—they had 9 permits and killed 9 deer! Congratulations!



Steven L. Crawford, 9 months, is the son of Mr. and Mrs. **Joyce Crawford**, local office clerk, in Silsbee.

Coffee and cake were served to **Maxine Bell**, clerk in Silsbee, last month in celebration of her birthday and her 12 years of service to our company.



Lanita Jordan is shown with her husband **Don Shelton Bailey** of Vidor, Texas. The couple was married Oct. 13 and will reside at 195 Evangeline Dr. in Vidor. She is a local office clerk in our Kountze Office. Congratulations!



Coffee time for the Beaumont Engineering Department! From left, **Beatrice Force**, **Jeannie Poe**, **Pat Barker**, **Barbara Cummings**, and **Vicki Broussard**, all of whom are departmental clerks. The celebration was for Mrs. Cummings who is leaving the company to have a baby.



Candy Mathis, clerk, is shown here receiving a farewell gift from **Earl White**, system operations manager. This will be her second child and all want to wish her the best of luck!

RETIREMENTS

Retiring from Lafayette is **Alton B. Mitchell, Sr.** after over 40 years of service with our company. He was the Storekeeper in that office where he had been since 1943. Mr. Mitchell originally joined our company as a deliveryman in 1923.

A native of Camden, Texas, Mr. Mitchell attended school in Hearne, Texas. He is married to the former **Iola Marie Thibodeaux** of Lafayette. Mr. Mitchell has one son, **A. B. Mitchell, Jr.** who resides in Marathon, Florida.

He is a member of the Church of Christ and the Masonic Lodge in Lafayette.

From the Conroe Accounting Department, **Hershel "Abie" Rowe** will close out his career with our company on December 1. He began his career in 1927 and leaves our company as a collector for that department.

A native of Oklahoma, he is married to the former **Earline Block** of Franklin, Texas and they currently reside at 504 Clinton in Conroe. They have one daughter, **Mrs. Richard Green** of Lake Tahoe, Nevada. The Rows attend the Baptist Church in Conroe.

THRIFT PLAN

Purchases of Gulf States Utilities Company stock made by the Trustee during October, 1969, covering employee deductions and company contributions through September, 1969, were as follows:

6,561 shares of common stock at a total cost of \$135,323.59 or an average cost per share of \$20.625.

187 shares of \$4.40 Preferred stock at a cost of \$11,724.17 or an average cost per share of \$62.696.

The Trustee withdrew \$4,672.50 from the Savings Department of the First Security National Bank, Beaumont, Texas.



A. B. Mitchell



H. Rowe



T. D. Haley



C. L. Schooley



B. Howard

Thermon D. Haley retires December 1 from the Building Services Department in Beaumont. He joined our company in 1946.

A native of Dawson, Texas, Mr. Haley is married to **Mary Elsie Bruce** of Dawson. He is a member of Woodmen of the World and has a 38 year standing in that organization. The family attends the Pine Burr Baptist Church where he is an usher and president of the Teal Sunday School Class.

C. L. Schooley will retire at the end of this month from the T&D Department in Beaumont. He began his career with our company in 1932 and is currently a labor foreman.

He is married to the former **Martha P. Pasket** of Anderson, Texas and they reside at 1555 Emile St. in Beaumont. They have two children, **Marcelle (Schooley) Hallenbeck** and **Edward Lewis Schooley**.

The Schooleys attend Roberts Avenue Methodist Church.

In Blanks, Louisiana, **Blanchard Howard** will close out his career from the T&D Department that began in 1937.

Now residing at Route 1, Box 278, in Maringouin, Louisiana, Mr. Howard is married to the former **Norma Lee Patterson** of the same city. They have one child, **Lucille**, 15, who attends Shady Grove High School.

Mr. Howard is a Trustee in Wiley Methodist Church in Blanks and has been awarded several honors for safe driving.



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